

CHRISTI CLIFFORD

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christiclifford.com

VIDEO PRODUCER / EDITOR

A dedicated and creative professional producer/editor with extensive experience in shooting and editing video across multiple online platforms. An established track record of successful video production from research to delivery. Highly accomplished in creating content that connects with an audience and transforming big concepts into detailed results.

SKILLS

- Adobe Premier
- Final Cut Pro
- After Effects
- Adobe Creative Cloud
- Canon 5D filmmaking
- Short-form editing
- Motion Graphics
- Script writing
- Storytelling
- Color correction
- Voiceover recording
- Sound design

PROFESSIONAL EXPERIENCE

SolarWinds, Austin, TX

June 2015 – Present

Video Contractor

- Part of a small full-production video team for industry-leading IT software company.
- Handled post-production duties including editing, graphics, sound design, color grading, distribution and archiving.
- Assisted in production of videos including SolarWinds Lab, creative brand videos, training and how-to videos, customer testimonials and interview series.

Freelance, New York, NY

2010 – 2015

Video Producer / Editor

- Produced, shot and edited multiple projects involving feature-style interviews, web series, corporate promotions, recipe videos, sizzle reels and comedy sketches.
- Managed creation of videos through all phases of production, from research to delivery.
- Created motion graphics, titles and animations as requested by clients.
- Successfully completed projects for the Ellis Island Foundation, HBO, First Person American, Active Voice, Time Warner, Gilt Groupe, Dan Meth Studios, WeightWatchers.com and Macys.

WeightWatchers.com, New York, NY

2003 – 2010

Video / Photo Editor

- Coordinated and led all aspects of video pre-production that included researching and conceptualizing content material, script writing and storyboarding.
- Produced, directed, shot and edited all video efforts for online content as well as nine international sites that encompassed 1M subscribers.
- Facilitated the uploading of content to Weight Watchers' website and served as a point of contact for any revisions, changes or edits.
- Researched, acquired, edited and maintained photo assets for WeightWatchers.com for both flagship and international websites.
- Managed freelancers, crews and third party vendors to ensure client expectations were exceeded while adhering to budgets and deadlines assigned.
- Created content channels including food and recipes, fitness, lifestyle, interviews and tutorials.
- Organized and archived all video and photo assets.

EDUCATION

Bachelor of Arts, English, University of Texas at Austin